

Hood Canal Bridge Retrofit and East Half Replacement Project
On-Call Communication Services

Hood Canal Bridge Consumer Survey

November 3, 2003
The Demich Group/Ilium

Introduction

When setting out to influence the actions of others, wise counsel advises that one should first seek to understand, and then to be understood. As a first step in preparing and implementing a communication plan to help the people of the Olympic Peninsula get ready for the Hood Canal Bridge Replacement Project, we surveyed a representative sample of our audience. The feedback we received generated profound information regarding the thoughts, ideas and concerns of the people we intend to reach. The level of understanding this research affords us will serve as the foundation for the themes, messages and mechanisms we will use to maximize our effectiveness.

Objectives

This survey was designed to serve several objectives of the Hood Canal Bridge Replacement Project Communication Program, in particular the information needs of those who will be impacted by the up to eight-week closure of the bridge (while we acknowledge the importance of the two long-weekend closures also planned, the focus of this research was the longer, more significant closure). The research was conducted to:

- Identify the communication needs and travel habits of the key target audience, which is composed of those who will be severely impacted by the eight-week closure of the bridge;
- Identify the best methods for communicating closure information to the Olympic Peninsula community and key audiences;
- Identify key messages for communication plan development and implementation; and
- Establish a set of measurements for evaluating the effectiveness of the communication program.

Method

The information was gathered by conducting interviews with people 18 years or older residing in Jefferson, Clallam and Kitsap counties in an area smaller than the total area of each of the three counties. The interviewing was limited to an area considered the primary geography region for communications about the project and the eight-week closure, defined by:

- In Jefferson County, east of the Olympia National Park;
- In Clallam County, east of the City of Port Angeles; and
- In Kitsap County, including Poulsbo and north of Poulsbo.

Residents were selected at random using random-digit dialing methods. The sample was selected to evenly distribute the interviews across the service area in proportion to population distribution. A total of 499 interviews were completed.

The results were tabulated by a number of factors including county, gender, bridge use, impact of the eight-week closure, and age. The sampling and survey questionnaire were designed to allow for easy updating over time. A second (or even a third if budget

allows) set of interviews will allow us to evaluate the effectiveness of project communications and to make any course corrections that may be called for.

Report Organization

This document is intended to highlight the key findings of the data analysis. It is organized by the following sections:

- Project Awareness;
- Impact of Eight-Week Closure;
- Effective Communication Methods;
- Awareness of Traveler Information Sources;
- Message Development; and
- Community Characteristics.

It should be noted that not all the data and analysis is included in this document. A complete data file with tabulated results has already been submitted as a separate document.

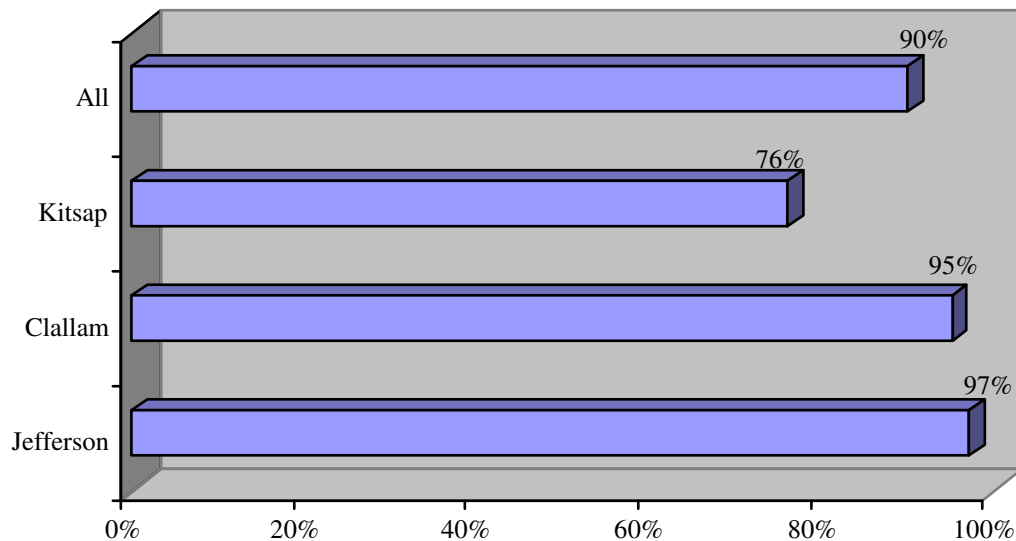
Project Awareness

Overall, 90 percent of the respondents have heard of the project. Nearly everyone sampled in Jefferson and Clallam counties has heard about the plans to reconstruct the bridge (95 percent or higher awareness). The awareness level in Kitsap County is high but notably lower (76 percent) than the other two counties.

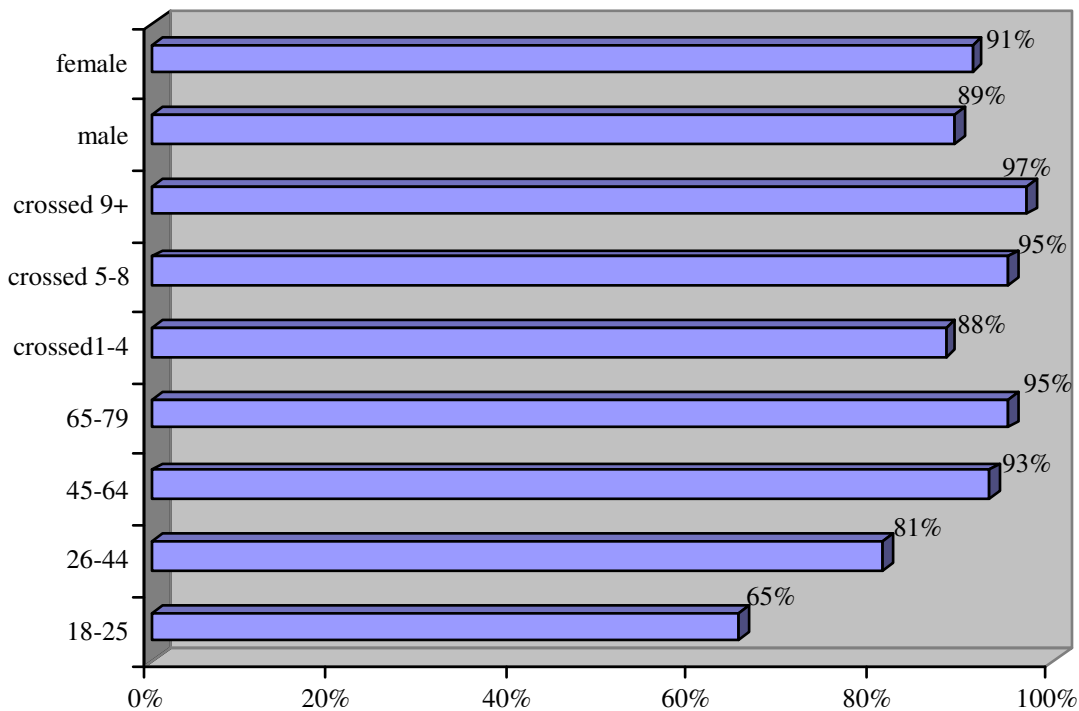
The analysis of the various market segments reveals several interesting findings:

- Level of awareness correlates with age. Residents in the area who are the least aware of the project are 18-25 (65 percent). Awareness is higher in older age groups.
- People who use the bridge the most frequently (nine or more times in the past month) are the most aware of the project.
- No difference in awareness is shown by gender.

Graph 1: Project Awareness



Graph 2: Project Awareness—Market Segments



Awareness of Closure

Public understanding of the project requiring temporary closure of the bridge is also high. Eight-in-ten (80 percent) of the population understands there will be closures, while 15 percent is not sure. Only 5 percent believes the bridge will always remain open during construction. Among the group of 'not sure,' half reside in Kitsap County and 40 percent reside in Clallam County. This group is typically younger.

Awareness of Length of Closure

Among those who are aware of the closure, there is a high level of understanding that the closure will be longer than a day or two (86 percent). This percentage equates to 69 percent of all sampled residents.

Graph 3: Awareness of Closures

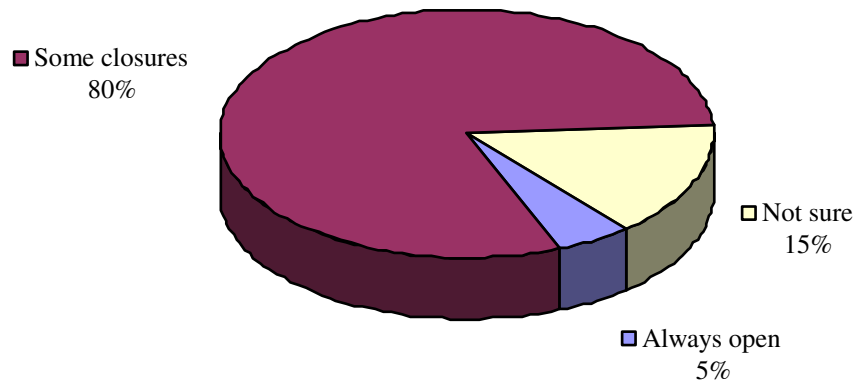


Table 1: Closure Understanding

	Awareness of Closures	All Residents*
Day or two	11 %	9 %
Longer	86 %	69 %
Don't know	3 %	3 %

**does not add to 100 percent; remainder are those who believe the bridge will remain open and who are not sure if there will be closures.*

Among those who stated a 'longer' closure will be in effect, most believed it would be at least six weeks. One-in-five (20 percent) stated two months, 14 percent said six weeks, and 18 percent said 90 days (nearly 13 weeks).

Source of Project Awareness

In addition to residents' understanding of the eight-week closure, the survey identified the source of their project information. This provides an important indicator for planning closure communications. The results show newspapers, by far, as the number-one source of project information (to date). The high rating for friend/neighbor is also of interest. It shows the impact of word-of-mouth 'advertising' and points out a need to make sure the information distributed in this manner is and remains accurate.

Table 2: Project Awareness Source

	TV News	Newspaper	Radio	Work	Friend	Meeting	Church
Awareness	38 %	80 %	16 %	19 %	50 %	6 %	2 %

The results by market segment are very consistent with other results:

- Older people are likely to receive their project information via newspaper;
- Younger people are more likely to get their information from friends; and
- Many people who use the bridge for work heard about the project at work. A sizable portion of the 'severely impacted' falls into this category.

Impact of Eight-Week Closure

Interviewees were informed of the eight-week closure, provided a description of the proposed mitigation options (new ferry service, highway 101 improvements, new bus routes) and then asked: “How will the closure impact you?” The results show four-in-ten (43 percent) of the respondents expect to experience ‘little impact’ from the closure, while 34 percent of the sample reported that the closure will have ‘somewhat’ of an impact.

Nearly one-in-five residents (18 percent) will be severely impacted by the closure.

Examining the severely impacted by residential location shows 30 percent of Jefferson County residents (in the survey area) are in this category. While the percentages are lower for the other two areas they remain sizable percentages and represent large numbers of citizens. For example, Clallam County has nearly three times the population as Jefferson County. This difference in population would result in more Clallam residents in the severely impacted group than people from Jefferson County.

Graph 4: Closure Impact

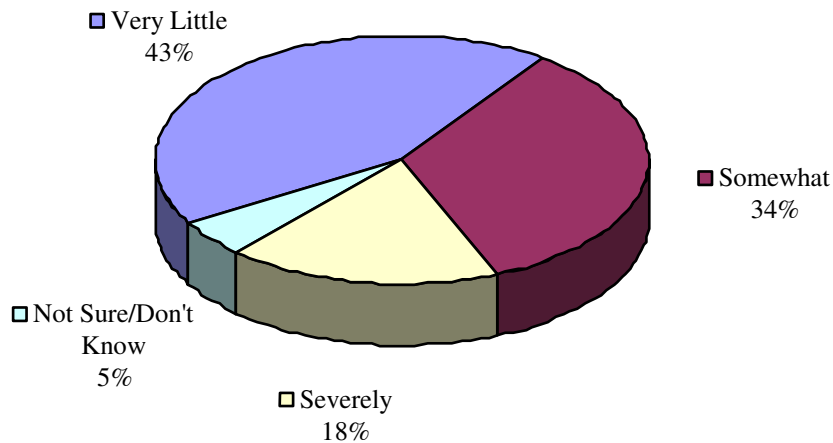
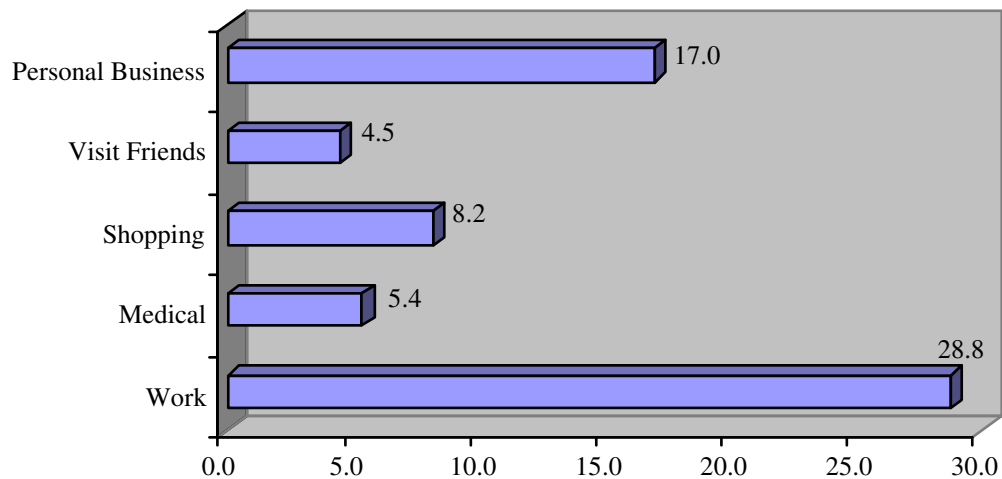


Table 3: Closure Impact by County

	Jefferson	Clallam	Kitsap
Very little	27 %	40 %	62 %
Somewhat	37 %	36 %	27 %
Severely	30 %	18 %	7 %
Not Sure/Don't Know	6 %	6 %	4 %

The eight-week closure will have, by far, the greatest impact on people using the bridge to travel to work. Bridge travel for personal business is the second highest travel purpose among the ‘severely impacted’ group. The severely impacted group is most likely middle aged. There are no differences by gender.

Graph 5: Severely Impacted, Trip Purpose



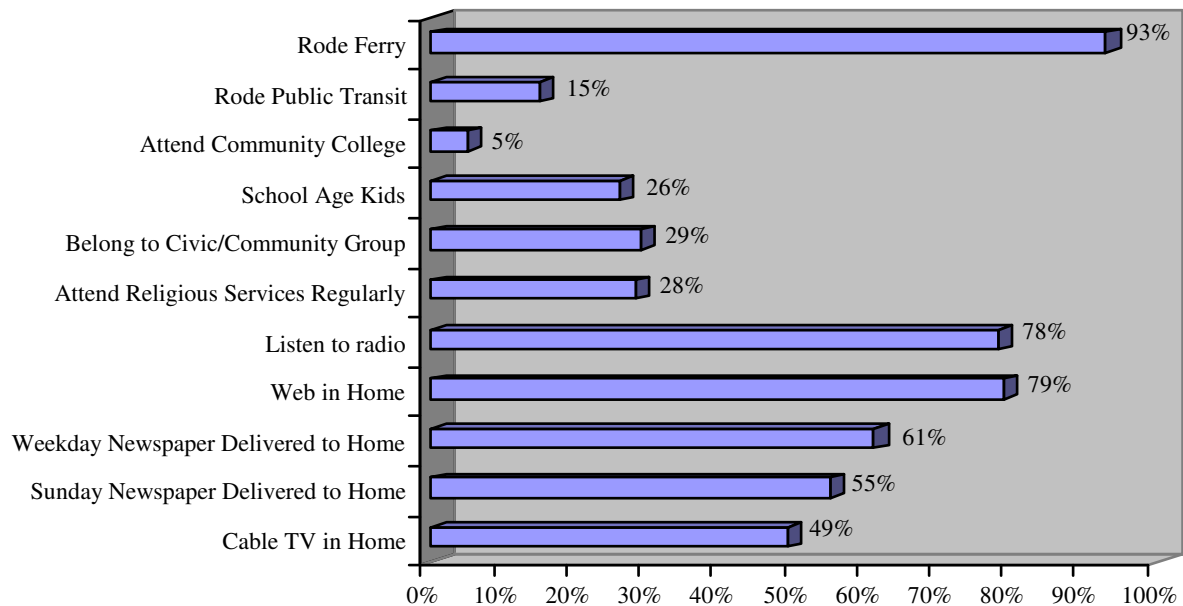
**Calculation using number of bridge trips in eight weeks equivalent to 80 for work, 16 medical, 16 shopping, 16 visiting friends, and 32 for personal business.*

Severely Impacted, Effective Communication Methods

One objective of the research was to define the most effective communication means to the target audience(s). As a result, a number of lifestyle-type questions were asked. These proved most helpful in defining the most effective ways to communicate with the group of bridge users who will be severely impacted by the eight-week closure. The results show:

- Many more people have web access in their home than cable TV;
- More people get a Sunday or weekday newspaper than have cable TV;
- More people listen to the radio than get a Sunday or weekly newspaper;
- Few attend community college or have used public transit in the past six months; and
- The one place/activity with nearly universal experience is riding the State Ferry System in the past six months.

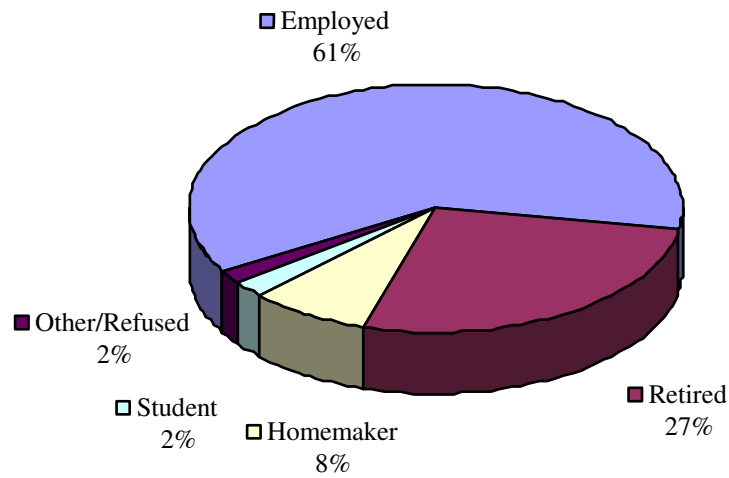
Graph 6: Severely Impacted Characteristics



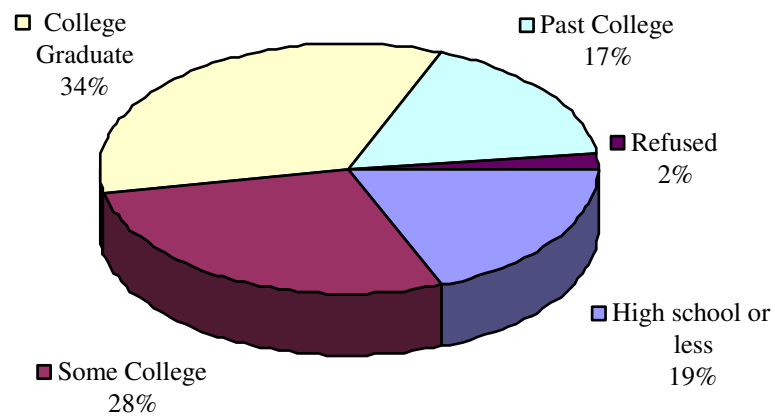
Severely Impacted, Demographics

The demographic information for the severely impacted group is diverse. While many are employed (61 percent) a sizable group is also retired. The group is well-educated, with a majority being college graduates or having post college degrees. The group is also mostly older, that is, 45 years old or older (78 percent). There is an even split by gender.

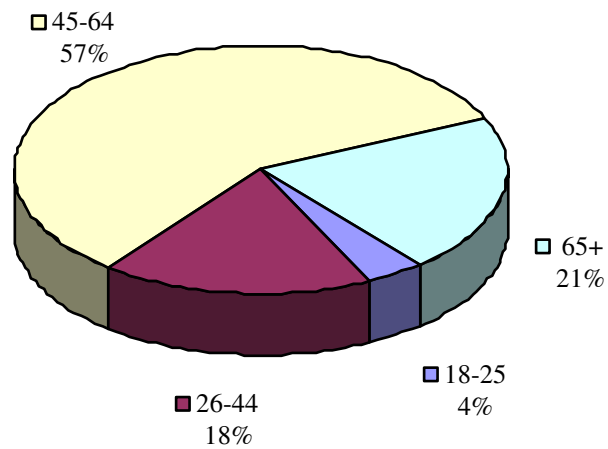
Graph 7: Employment, Severely Impacted



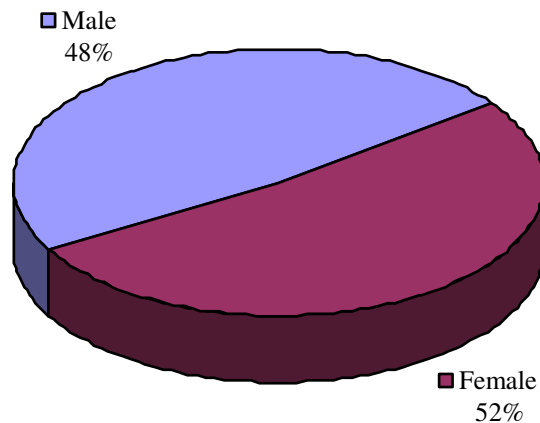
Graph 8: Education, Severely Impacted



Graph 9: Age, Severely Impacted



Graph 10: Gender, Severely Impacted



Severely Impacted Opinions

The people who will be severely impacted by the eight-week closure were provided the opportunity to describe how they expect to be impacted. Their words show the potentially profound impact of the closure on their lives. Every one of the comments provided by the interviewees are shown next.

How will the closure affect you?

Because I use the bridge everyday, it is mandatory to have the bridge available to maintain basic services that are required.

Work across bridge not close to ferry and no public transportation available will increase commute time to 5 hours round trip.

Wife & he have side business, owns a Laundromat, will be impacted getting supplier from Bremerton.

Need to get across bridge. Husband works on other side so it will affect him severely, not so much me.

I work in construction and use the bridge a lot. Would have to drive all the way around. It would take way too long. More gas money

Sister right across bridge.

I live 25 miles away from any bus or passenger service. Those new bus routes will not be in my area.

Because of my job we depend on the road. We would have to find another way. Inconvenience because we pick up hundreds of pounds of goods. None of the alternatives are feasible.

Needs supplies for MFG usually 90 min each way +. Weekends lose money from weekend closings when bridge closed. He has to go Hwy 101 to Olympia to Tacoma + 3 hrs each way.

Because I use the bridge every day for work.

I probably will not go fishing during the closure. I might travel 2 hours longer to go fishing but I probably won't because I don't like the scenery.

I would use Hwy. 101 and that would make my trip much longer.

I travel a lot for business and I need to get to Seattle Tacoma International airport.

We have family on other side, we do shopping & recreation and many of my clients are on the other side – I have a home business of consultation.

Because my job and my infant son's doctor are over the bridge.

Cost extra ferry – will need to use 2 cars – more time

Because we wouldn't be able to get there for our medical treatment.

Will have to reroute around bridge, like had to when bridge blew down – reroute is 3-4 hr drive and major traffic problems will try to make arrangements not to have any needs on other side of bridge when bridge is closed for 8 weeks time.

I'll take the Port Townsend Ferry to Keystone then I'll take another ferry. That ferry will take me to roads that will take me to Everett.

I work on the other side.

Because I work across the bridge area. Works 4 days per week. To reroute will have to go all the way around bridge & will be a 3-hour commute 1 way – working and arriving will be almost 24 hours in a 24-hour day.

I don't want to drive around.

Re-routing for work will be a very long commute and will put a strain on work schedule due to long 3-hour commute one way will be a big inconvenience.

I use it to get to work daily and for medical visits.

I'll have to shut my work down over their (construction sites).

I won't be able to do things I like to do for pleasure. (Restaurant, casino)

She goes often to doctor and would be too long to go another way.

No cars, no business!! (Carries goods for his business in car) Walk-on ferry not good.

The traffic and congestion would affect our neighborhood.

I do not like to be hemmed in. I do not want to feel like I am in a closed area with no way out. I have medical appts. on other side of bridge. Hopes to be able to leave state and stay with friends or family when bridge closes to avoid feeling closed in and have a 3-4 hour reroute around Hood Bridge.

Summer will be severe due to all trade shows are across bridge.

If I can't get somewhere I need to go that is a tremendous impact on my life.

I'm working over there now!

I will have to go to Olympia to get to Seattle.

Sick mother, very ill, needs to get Kingston to Edmonds to see and care for mother.

Do all shopping and medical across bridge in Bangor/Silverdale area. Have important personal obligations as well.

I will need some one to drive me around. I don't know the route to drive completely around.

Still need transportation even if have walk-on ferry service once you get to other side.

Personal business need to get across at least 2 times week.

Will add 2-3 hours of commuting every day.

Medical for self and mother across bridge- mother very ill, reroute will be very long and out of way, very time consuming.

Medical treatment for her son who is severely disabled and required therapy 3 times a week and emergency care in Seattle. Extra 6 hours round trip would be too long.

I am isolated here – I won't be able to get anywhere that's all I can say. There is nothing here that is all I can say.

Walk-on ferry leads to nowhere, beneficial for person without car. Bus routes are never close to needed areas.

Need to get across bridge for family obligations and personal business. If have to reroute it will be a 3-4 hour drive.

Husbands work on other side of bridge and they share car and longer routes will cause problems with availability of car between the two of them.

June, July, Sept, Oct have important personal business to tend to these months, other months not so severely impacted. Additional time of over 3 hours to go another way.

Shopping and personal needs because they are retired military and use Bangor base for shopping and personal needs.

It will cut off all access to the Olympic peninsula, because it will mean riding on the 101 area, it will not be reasonable for delivery trucks, all things commercially would have to drive 101.

We get all of our supplies and to go to a hospital.

Main means of transportation will be closed.

Bridge closure cuts off any needed medical services. Mother lives in Sequim, is 70 yrs. old. Without the bridge I cannot get to her in timely fashion.

Husband crosses bridge all the time for biking and other things like that. I go with him a lot so we wouldn't be able to do those things.

I don't know how my boyfriend would be able to get to/from work with just a passenger ferry!? How would he get to work from ferry landing?

Need to cross bridge for family obligations – care of sick relative – the rerouting will be a 3-4 hour commute that she will not be able to do with her schedule.

I have to travel to Kingston for my job in my own car and that is going to cause a problem.

Will be real hassle.

I work in a shop that relies very heavily on tourists. I think they need a car ferry because not enough walk-on ferry traffic.

Will have to spend money on motels in Seattle to spend the night to get to medical appts. on time.

Husband commutes over the bridge. If he isn't able to get across the bridge he will not be able to work.

Brother in Seattle; he has personal business to attend to with brother at least 2-3 times per week. Reroute will be a 3-hour commute 1 way. Doesn't know how he will be able to handle personal business and this long commute time. Hoping some type of faster reroute is worked out.

We go for medical reasons and we can't do a walk on ferry. We can't afford a taxi on the other side.

Elderly father and ill wife (requires treatment at University of Washington Specialized for cancer), needs car because ill when given treatment.

Because it will take 3 hours to drive to Tacoma and ferry service at Port Townsend could take just as long.

If the ferry will be walk on I will not use it. I would have to drive all the way around.

Highway 101 commute 3-4 hours 1 way – Has to see medical doctor 1 time a week – not physically able to make 3-4 hour commute 1 way due to illness. Will maybe have to change doctors for time during closure. Not happy about that. Very upset about entire bridge project.

I have to cross it to get to the doctor. I have to go to the hospital across the bridge because the ones here do not offer heart patient services.

Go to Poulsbo to shop.

We need a car once across on foot ferry to get to our destination. And if we travel 101 there are no rest areas with restrooms for a 2-3 hr drive. Businesses provide no public restrooms. DOT needs to provide something.

I will have to take a ferry and hood canal bridge to get to Seattle. It will take me 4 hours. It will double my time and a lot of hard driving over bad roads.

Need to cross for personal business reasons. To reroute it will be 5-6 hours commute/drive that is unrealistic and stupid.

My wife and I own three businesses, a tourist gift shop and tourists numbers will drop dramatically. The other 2 are a beauty supply and marine repair business – all our supplies and parts will take much longer to get when the bridge is closed and cost both us and our customers more money.

Going to Harrison Medical Center on weekly basis. Medical power of atty. with very ill friend. She takes care of 2 3 times per week and has to cross bridge. Re-routing will be 4-hour commute 1 way.

Effective Communication Methods

The research generated vital information on how best to communicate project information to the general public and target audiences such as the severely impacted, seniors, bridge travelers and others. The information was collected in two ways: asking people their most favored way to receive project related information, and asking a series of lifestyle-type questions.

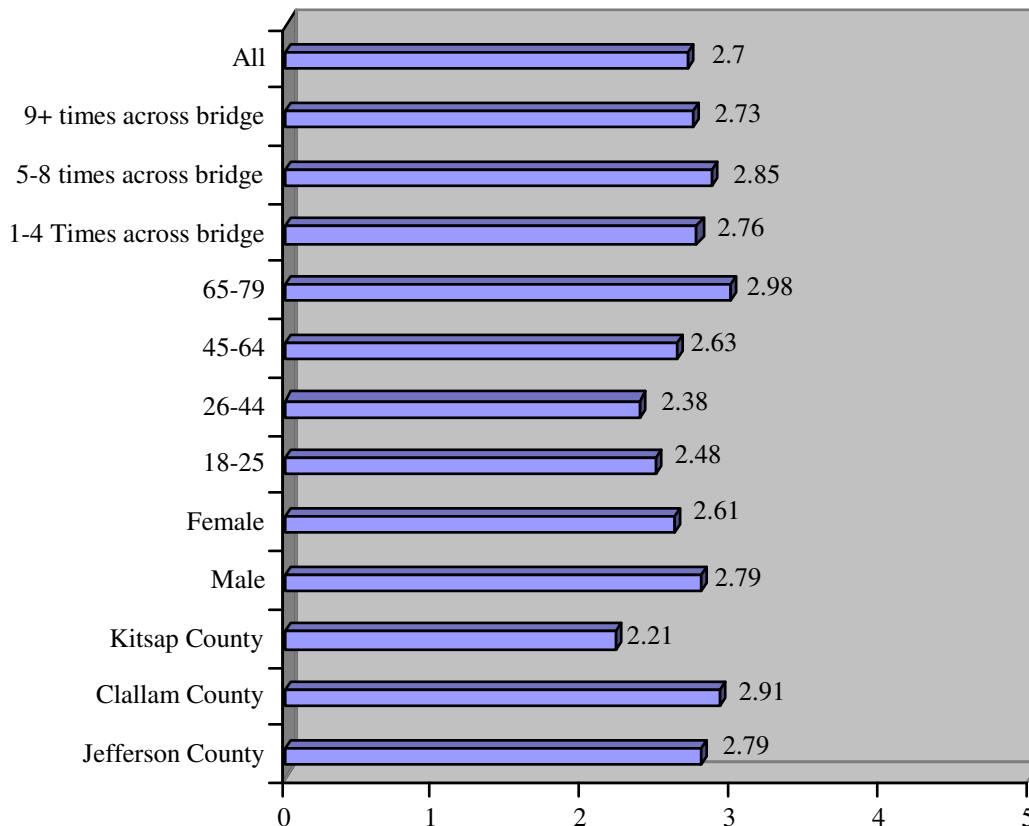
At the time of this research, project communications have followed the project development process. There has been a newsletter, media coverage, public meetings, and information on the web. This survey included a baseline measurement of the public's attitude toward WSDOT's performance in this area to date. This will be used to measure the impact and effectiveness of the communication program over time as the project moves through the construction and closure phases. This measurement was devised as a mean score of consumer opinion using poor to excellent ratings. An overall score of 5 means that all respondents rated WSDOT's performance as Excellent. A score of 4 is equivalent to Very Good, a 3 is Good and a 2 is Fair. The question was: "The Department of Transportation is also responsible for informing people about the plans for the Hood Canal Bridge. How would you rate their performance in this area?"

The overall score (all people in the area surveyed) is 2.70. This is between a Good and Fair rating. The percentage scores were 5 percent Excellent, 14 percent Very Good, 39 percent Good, 14 percent Fair and 19 percent Poor. The key statistic is the last one: the one-in-five that rated the effort to date Poor. Upon closer analysis many of these people are from Kitsap County and have not used the bridge in the past six months. However, very frequent bridge users were also part of the group providing the Poor rating (27 out of 95 respondents).

The scores by the various market segments show:

- Among the three counties, the highest ratings are by Clallam residents and the lowest by Kitsap residents;
- Ratings were higher by males than by females; and
- Positive ratings provided by seniors, but those among 26-44 years in age gave low ratings.

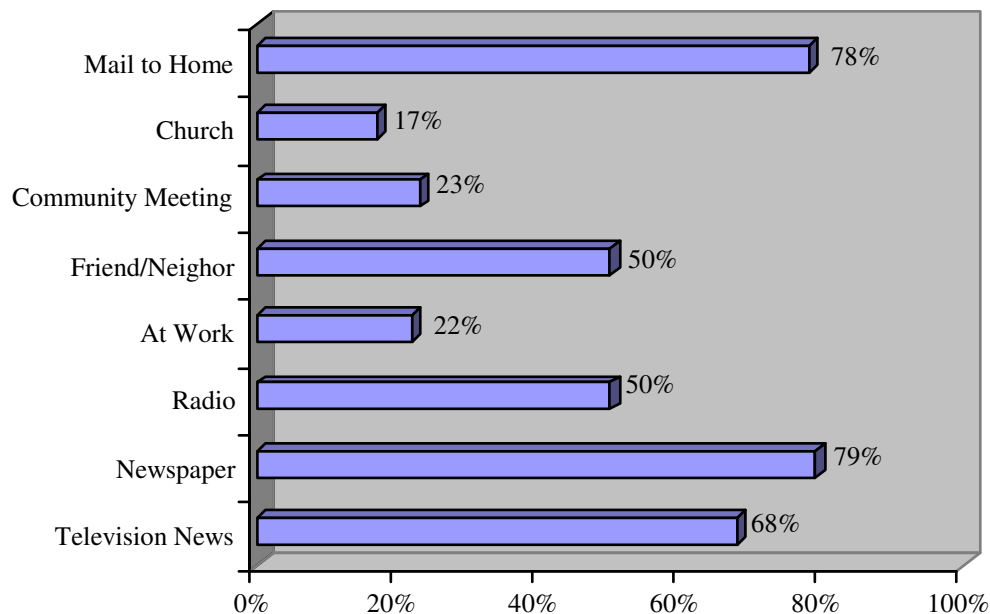
Graph 11: Communication Performance Ratings



Communication Preferences

Residents were asked the best ways to get information about the eight-week closure including their options for travel. The results below represent the 'yes' responses to each of the identified communication method. The top two preferences are: newspaper and information mailed to the home. These two are clearly preferred among all the others. The third ranked item is television news. Also of note is the influence of gaining information from friends or neighbors. Word of mouth has a rating equal to radio, and it rated higher than community meetings, work or church.

Graph 12: Communication Preferences, Closure



Each communication means was analyzed by the market segment it most influenced.

- Television reports are highly favored by the young (18-25) and seniors. They are less favored by workers.
- Newspapers are least preferred by Kitsap residents. Newspapers have the most appeal among those who are 45 or older. People who cross the bridge for medical purposes and to visit friends rate newspaper highly. They are least effective for those using the bridge to travel to work.
- Radio is most preferred by those younger (especially 18-25). Though nearly 78 percent of those expecting severe impact from the eight-week closure report that they listen to the radio (see Graph 6), radio does not score well as a preferred source of information about the subject. Radio does well among Kitsap county residents. It is not effective for people making medical trips.
- Information at work is rated positively by people 26-44 and those severely impacted by the eight-week closure.
- Information from a friend or neighbor is most preferred by people 18-25.
- Community meetings gain increased preference by Jefferson County residents, females slightly more than males, frequent bridge users, those severely impacted by the eight-week closure, and people travelling for medical, shopping and visiting friends. They are least effective with those 18-25.
- Church is highly rated as an information source by those 65-79.
- Information mailed to the home is highly rated by all with frequent bridge users, workers, those making medical trips, and the severely impacted providing the highest scores. People 65-79 provide the lower ratings. It may be worth further investigation to find out why the senior age group rates direct mail so low.

Another way to examine the communication preference data is to analyze the responses from the severely impacted and frequent bridge users. For these groups, information mailed to their home and information in the newspaper are the clearly preferred choices.

Table 4: Communication Preferences, Severely Impacted and Frequent Bridge Users

	Severely Impacted	Frequent Bridge Users
Television	70%	65%
Newspaper	79%	79%
Radio	44%	44%
Work	28%	26%
Friend	43%	47%
Community Meeting	30%	31%
Church	16%	21%
Mail to Home	85%	86%

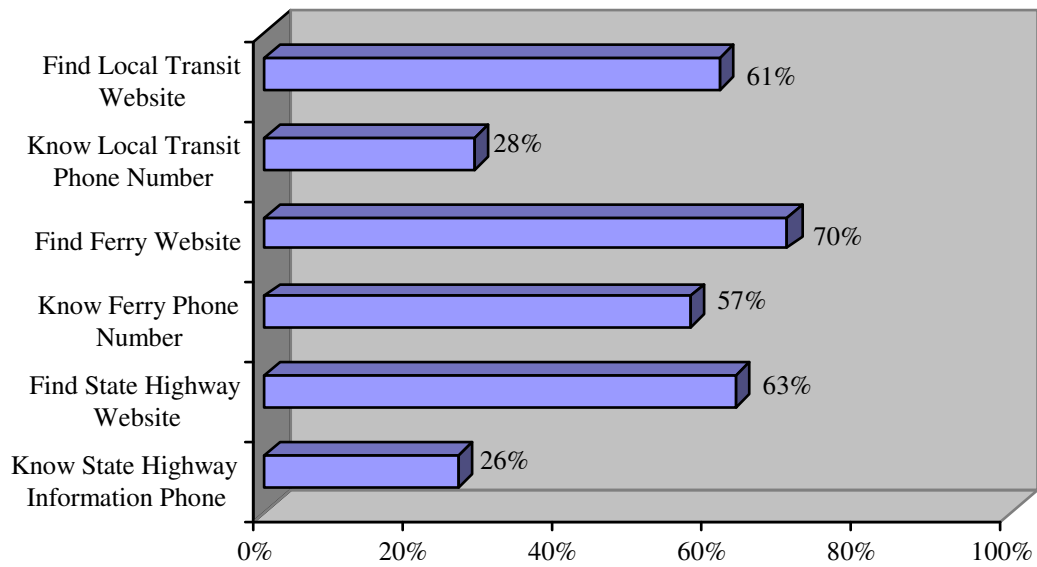
Awareness of Travel Information Sources

A series of questions were asked to define people's knowledge of and ability to find a number of information sources. Each of the information sources tested is potentially where bridge closure information could be made available (highway information phone, highway information website, Ferry System phone number, Ferry System website, transit agency phone, transit agency website).

The results show the ease of using the web for finding travel-related information ("could you find the website for?"). The percentages are even more impressive because the responses include those without web access. One would expect the non-web group to answer 'no' or 'don't know' more often than they did. The knowledge of phone numbers is also relatively high, especially the number for the Ferry System. When asking about telephone numbers, the question asked was 'do you know?' not 'can you find?' For an area where relatively few trips are made by transit, the knowledge of the transit agency's phone number was very positive.

- People in Clallam County are the most knowledgeable of the highway phone number.
- Slightly less than one-in-three (30 percent) of the severely impacted group know the State highway phone number, and slightly more than a third (36 percent) of the frequent bridge users know the number.
- Ability to find the state highway website is highest among workers, people in Kitsap County, frequent bridge users and younger people (under 45).
- Every segment examined had high percentages for having a Ferry System schedule in their home. This includes 90 percent of the severely impacted group.
- Similar results were recorded for those knowing the Ferry System phone number. In particular people who use the bridge for work and medical reasons have slightly higher rates.
- Ferry System website access is highest among younger residents (lower for older ones) and slightly lower for Jefferson County residents. Almost 75 percent of the severely impacted group indicated they could find the Ferry website.
- 33 percent of the severely impacted group knows the transit agencies' phone numbers. Slightly more females than males have knowledge of the appropriate number, as do 18-25 year olds.
- For finding the transit agency website, younger people will be more likely to find it. People who use the bridge for work travel and people who use the bridge often also are in this category.

Graph 13: Information Source Awareness



Message Development

An important component of the communication program for the eight-week bridge closure is the message to impart to the public and selected target audiences. The right message will attract greater attention and increase the likelihood of people learning about the options available to them during closure.

Among the eight messages tested, predictability (getting to my destination on time), speed and avoiding traffic are the top three. Saving money or helping the region (or others) will not be as effective. The group that is severely impacted is particularly attracted to a message about getting to their destination on time. Many are making work or medical trips and have an important need to be on time.

Seniors are slightly more interested in feeling safe or secure. However, the more effective message with this group will remain fastest route and getting to their destination on time.

Table 5: Message Options

	All	Severely Impacted	Seniors
Fastest route	80%	85%	74%
Help everyone travel easier	68%	67%	59%
Help area attract visitors	44%	46%	39%
Avoid being stuck in traffic	76%	76%	73%
Feel more comfortable and at ease	61%	61%	66%
Save money	56%	49%	53%
Feel more safe and secure	57%	54%	63%
Get to my destination on time	83%	89%	78%

There were some interesting differences shown by gender. With one exception, females score higher on each of the messages than males. The one exception relates to tourism. Women score higher on messages about speed, time, money and security.

Table 6: Message Options, Gender

	Male	Female
Fastest route	77%	83%
Help everyone travel easier	66%	69%
Help area attract visitors	47%	41%
Avoid being stuck in traffic	74%	79%
Feel more comfortable and at ease	58%	64%
Save money	52%	60%
Feel more safe and secure	54%	61%
Get to my destination on time	80%	85%

In an additional effort to gain community information for message development, interviewees were asked to state the two words that come to mind when they think about the Hood Canal Bridge Re-Construction Project. The result is a very long list of statements that offer a wide

range of opinions. Most of these relate to the inconvenience of the eight-week closure as related to their use of the bridge.

Question 40

Inconvenience/nothing else.
 Difficulty; delay
 I'm concerned
 Not sure
 Good idea
 Nothing – no opinion
 Don't know
 Long line/nothing else
 Travel time
 Pain in butt
 Inconvenience; going to take longer to get to your destination
 Forced vacation while bridge closed
 Go for it. Necessary evil
 Graving yards- this is the business in Port Angeles that will build the pontoons for the bridge so it will help the local economy
 Glad on other side/ unfortunate but necessary
 Necessary/ safety
 I'm ignorant (about the project)
 Inconvenience/expensive
 Headache, big headache
 Moderate inconvenience
 Pain in the ass
 Pain in butt
 Timeliness, feel sorry for those that have to cross it every day.
 A mess
 Shouldn't have screwed up the first time.
 Lots of money/For the birds
 Slow traffic
 Get done.
 Head ache.
 Money – travel
 Bummer, that's all.
 Bridge collapsing (25 years ago part of the bridge did collapse)
 More money. Cost more money to keep the bridge going. It's a waste of money to fix it. It's not broken.
 Much hassle.
 Why the reconstruction?
 It's time it's done. Long overdue
 Too late
 The convenience. It's needed
 Nightmare/Inconvenience
 "Oh shit." (respondent replied)

Great inconvenience
 Not relevant
 Don't know
 Pain in the butt/Long commute to go around/ walk-on ferry service not much of a help
 Inevitable, plan ahead
 Work available
 Bad happenings
 Not necessary (waste of money)
 A major pain; they should have a car ferry.
 Massive project
 "didn't know"
 Necessary inconvenience
 Relief – I'll be glad when it is finally complete
 Over due. Bridge should have been rebuilt a long time ago.
 Necessary and unavoidable.
 Encouraging/inconvenience
 Don't care
 Worry/inconvenience
 Temporary inconvenience
 Don't know
 Big pain.
 Very inconvenient
 Serious consequences
 Unnecessary/Inconvenience
 Hurt Peninsula (Travel)
 Inconvenience/that's all
 "Lack of maintenance" if they had done maintenance on Bridge on regular basis may not have gotten to this point.
 Dumb crap.
 Better bridge.
 Necessary/safer
 Don't know
 Be like it was when the bridge blew down.
 Long and windy
 Traffic jams
 Waiting in traffic.
 Concerns about work.
 Necessary evil
 Dumb & dumber
 Is it necessary?
 Long re-routes/traffic problems
 Has to be done.

Big hassle.
 Loss of money
 Livelihood and expenses
 What are they fixing?
 Very inconvenient.
 Big mess.
 Long commute
 Necessary project.
 Frustration and opportunity.
 Foot traffic – they should build
 sidewalks so you could walk across even
 when it was under construction.
 Inconvenience and why reconstruction
 Hope it doesn't take any longer than
 scheduled.
 No comment.
 It's necessary
 Increase in taxes.
 I don't drive on it.
 More taxes.
 Impact study (will it be completed?)

 Why (is it needed)?
 Construction
 Improvement and inconvenience
 I don't know.
 "Pain in the butt"
 Inconvenience
 "Oh no"
 Don't know
 Toll Booths.
 Nothing.
 Inconvenient and expensive.
 A headache (traffic, longer time to get to
 places)
 I don't really know off-hand.
 Delays and isolation on Olympic
 Peninsula.
 Repair and closure.
 Necessary and deterioration
 Big problem.
 Lost time (time drivers will lose going
 around it)
 Inconvenient travel
 Hurting the economy
 Stay home.
 About time.
 Needed & improvement.
 Not interested (& don't use it)
 About time.
 Get done with it.
 Delays
 Annoying and inconvenient.
 Time & cost

Don't know
 Local disaster & financial disaster
 The closings of the bridge
 Poorly planned
 A hassle
 Slight disadvantage.
 Very good.
 Long lines.
 Long delays
 Traffic congestion
 Major inconvenience
 Big mess
 Too late
 More taxes
 I wish it was over with.
 Possibly disastrous
 Four lanes
 Needed
 Big mess
 Don't know
 Expansion delayed
 Jobs
 Not informed

 Waste of time and money
 Nothing
 It's about time
 Good traveling
 Desperately needed
 Inconvenience/improvement
 Big, big hellish problem.
 I don't know
 Huge undertaking
 Inconvenience/not necessary
 Needs to be done
 Complete work as quickly as possible
 Cost and inconvenience
 A must do
 It's definitely needed
 Necessary maintenance
 Longer trip to get to Port Orchard
 Progress is being made
 Expensive/difficult
 Grateful/Inconvenience
 Necessary task
 Safety first
 Refused
 Nightmare/worry
 Improved travel
 Huge economic impact to people
 especially costs for reroutes and ferry
 expenses.
 Lots of trouble/sit and wait

Please don't make me have to cross that
 bridge for anything while it will be
 closed I have to reroute.
 Needs to be done, do it.
 Great for Improvements/but traffic
 problems
 Very time consuming
 Fix it quick
 Necessary – travel will be problems
 Long trip to go around bridge
 Delays and waiting in lines
 Hurry up, I know it needs it.
 I guess that I dread it, but it is necessary
 Headache
 Wonder what impact on Poulsbo
 Needed – but Put Out.
 Very necessary
 Nightmare/Horrible/Traffic jams
 Necessary, personally bad impact
 Good thing
 Over due
 Big inconvenience
 Inconvenience & necessary
 Not necessary
 I think they should have a permanent
 structure as opposed to a floating bridge.
 There are too many problems with it.
 Job opportunities
 Long closure
 Hurry up
 Why don't they build a bridge next to it;
 4 lane bridge and it wouldn't have to be
 closed.
 Too little too late.
 Inconvenient and I wonder how
 necessary it is.
 Seldom used (I seldom use it)
 Go for it! Hurry up!
 It needs it
 I can't think of anything
 Long and on-going, will take a very long
 time.
 Fast as possible/bridge is life-line.
 Long process
 Glad they're doing it.
 Taxpayers' money
 Overcharging on tolls as in the past
 Necessary construction
 Traffic delay
 A long time
 The 8 week closure
 Needed/Inconvenient
 Bridge closing
 Need construction

Plan ahead
 It's great
 A big fat problem
 Update – safety
 Has to be fixed
 Progress and transportation
 Necessary & difficult
 Pain in the neck
 Delays and cross over runs (spending
 over the budget)
 Ferry boat
 Safety and improvement
 Needed and necessary
 Big mess/mess up our lives
 Inconvenience/Problems
 Big mess
 Traffic madness/ Re-routing
 Slow traffic
 Delays and inconvenient
 Traffic delays
 Good thing
 Very necessary
 Difficulties for people commuting to
 Seattle daily.
 Inconvenience and expense
 Massive delays
 It better need the repairs!
 Oh dear.
 Traffic delay
 Needed construction
 Faster service
 Long lines
 Some inconvenience
 Inconvenient and delays
 Inconvenient – Reconstruct somewhere
 else (Float it in)
 Land locked
 Long line
 Alternate route
 If necessary, do it
 I can't say
 Will affect a lot of people
 Bridge closure
 Get it done on time
 Great improvement
 Traffic delays
 Safety and efficiency
 A nuisance
 Needs doing
 Delivery delays (fuel, food, etc.)
 Hurt commuters
 Inconvenience (couldn't think of 2
 words)

Inconvenient (only word he could think of)
 Difficult problem
 Just that it'll be completed and re-done
 Long lines
 Get finished
 Waste/bureaucracy
 Long lines traffic/long waits
 Wasting money
 I don't care
 Big delays
 Good thing but traffic problems
 Unavoidable pain
 Now which way do I go?
 Necessary but big inconvenience
 Bridge will be safer/But traffic problems
 Chaos
 Inevitable inconvenience
 Inconvenience/problem
 Pain in the neck
 I don't know
 So what?
 Taking too long
 Will take "longer time" to complete than expected
 Discomfort and stress
 Needed but problems
 Traffic jams
 Difficult/ Big wait/ Long traffic lines
 Big headache
 Inconvenience/ traffic – Rerouting problems, long delays
 No effect (never uses it)
 Money waster
 Hurry up
 Safer bridge
 Don't know
 We are screwed/ very annoying
 Big, long traffic jams
 Bad to commuters/ long, long, re-routing
 Bad news
 Big headache/major traffic jams
 Pain in butt/ big problem
 Feel it's needed
 Inconvenient
 Future convenience
 Unnecessary. Non one ever explained to my why it needed to be done.
 Stop messing around and get the Army Corp. of Engineers to put in a bridge.
 They don't need it.
 What again
 Closure/Traffic back-up

Peace and quiet (because there will be less people on the weekend.
 No Bridge
 Expensive and troublesome
 Change plans
 Terribly disrupting
 Stay away (avoid the area that's being reconstructed)
 Panic – A good thing
 It's needed, getting old
 "Pain in ass"
 Will there be tolls?
 It will be very confusing and take a long time.
 New jobs
 Great job
 Shut down
 Upsetting/ Stay home
 Too long
 Too little/ Too late
 Something has to be done
 Pain/ frustration
 Much needed
 Oh gosh/ major impact
 Safety & longevity (of bridge)
 Traffic problems
 Don't know
 Expensive
 No good
 Needs to be done
 No comment
 Inconvenience/ Necessary
 Delays/ Necessary
 Hurry up
 What is it going to cost me?
 Won't be as bad as when it "sunk" in 1980. The Hood Bridge sank in 1980 and was out for months and months.
 Bridge safer/ increase jobs
 Big problems
 Improved economy
 Needs to be done
 Did not realize closures would be so long
 Big upset/ Long re-routes
 Inconvenient travel
 Good progress
 Big headache
 Necessary planning
 Real hassle
 It's necessary
 Some inconvenience
 I don't know
 Need to be done

Need the improvement
 Oh no!
 Ferry/nothing else
 About time
 Oh no! Needed but inconvenient
 No golf (because we golf over on that side)
 Glad it's being done finally
 No-hassle
 Job opportunities
 Bad news
 Oh! My God!
 Some inconvenience
 Big hassle and time
 Big money
 Necessary evil
 Foul-up
 Closures
 Good deal
 I don't know
 Faster access
 Really interesting
 An improvement
 There are other needs in the area besides the bridge
 Get it over with/Overdue
 Going to be a hassle/Big hassle
 Hope construction will last a long time to avoid future bridge closures
 When cross bridge will be stranded without transportation on the other side after crossing over.
 Collect a toll to defray cost
 Price increases
 Needs maintenance/has to be done
 Help! Devastating
 Disaster/Expensive
 Preventative maintenance
 It needs to be done
 Oh dear!
 Necessity
 Oh troublesome
 Safer bridge
 Time delays
 Lots of money
 I don't know
 Pain, ass
 Big, big mess
 Convenience
 Not good/needs to be done
 Long re-route, need to know about closures in advance to pre-arrange scheduled activities that are across bridge

Don't know
 Fouled up
 Necessary, costly
 Nothing really
 Stay home!
 Doesn't impact me.
 Waste of time
 Delays
 Necessary but inconvenient
 Needs to be done
 Good, necessary
 Hurry up
 Fine
 Hurry up
 Beyond belief
 Hood Canal
 Don't know
 Needs to be done
 Big job
 Very important
 Hope for good job
 Big mess
 Big delay/Needs it
 If it needs to be done, do it
 Temporary nuisance
 Makes problems for me.
 Refused
 Forget it – I don't think it needs reconstruction right now
 Is it necessary?
 Delays/Inconvenience
 It's needed
 Did not know closures would be so long
 Will be wild/Very long commutes. Big mess – too old and sick to have to deal with this.
 Major inconvenience
 Big traffic problems
 Transportation problems
 Thank God.
 Long overdue
 Very nauseous
 About time
 Much needed
 Doing it for safety reasons, needs to be done
 Traffic delays
 Cut off (from the world)
 Frustration/Inconvenience
 Safety/Necessary
 Badly needed
 Plan ahead
 Stranded/irritating
 Ill planned

Closure
Nothing
Job security
Don't know
Madness/Endless hours commuting
Inconvenience/costly
Big headache/costly
The bridge that sank in 1980 – big mess.
Needs to be done to prevent a re-sinking
occurrence
Money for the town
Oh boy
Big headache
Oh well.
Build another bridge
Alternate planning
Lack organization
Good project

Massive headache
Don't know
Budget and time
Necessary and inconvenient
Very needed
Nothing
Nothing comes to mind
Traffic delays
Nightmare
Great
A new bridge (better)
Poor information
Don't know
Major traffic re-routing/long commutes
Sympathy for regular commuters
needing to cross bridge on daily routes
Inconvenience/ Chaos

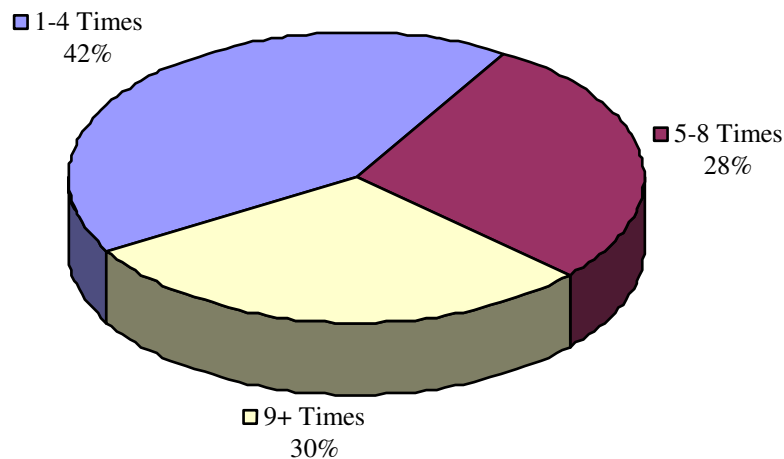
Community Characteristics/Opinions

The survey work identified a number of characteristics about bridge users and their travel behavior, community lifestyle and media.

Bridge Use

- 78 percent of the residents have used the bridge in the past month. By county of residence, this is 91 percent Jefferson County, 77 percent Clallam County and 68 percent Kitsap County.
- Among the people who use the bridge, many use it at least once a week (9+ times a month).
- Among all area residents, the level of use translates to 32 percent of the area population using the bridge 1-4 times in the prior month, 22 percent using it 5-8 times a month and 23 percent using it 9 or more times.

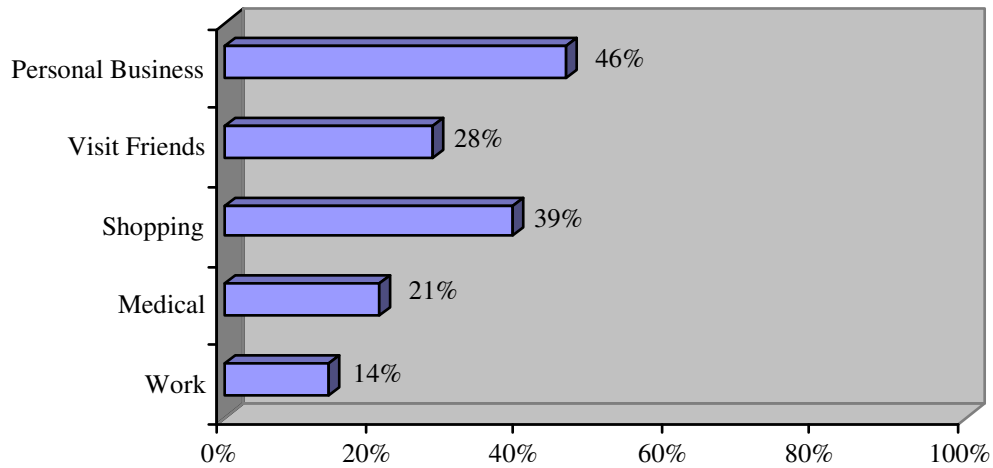
Graph 14: Frequency of Bridge Travel, Past Month



Travel Purpose

People use the bridge to travel for a variety of purposes.

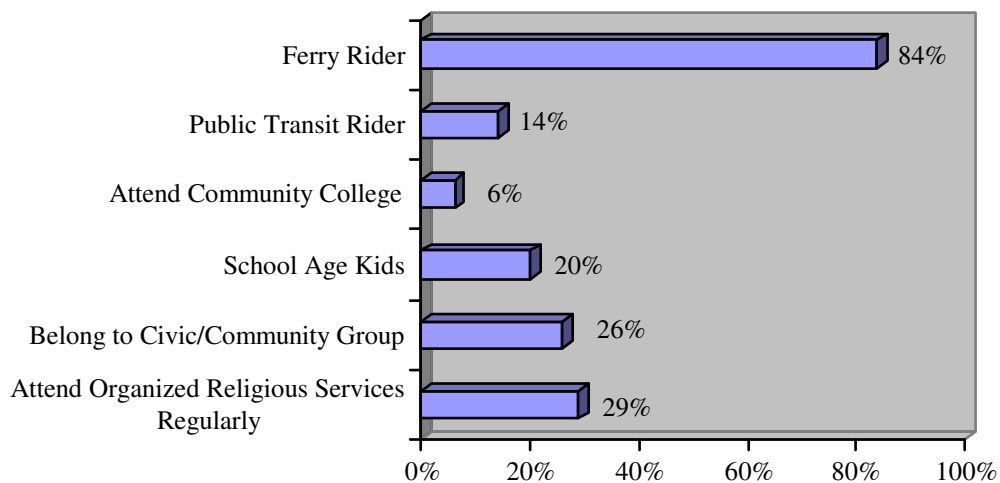
Graph 15: Travel Purpose



Community Lifestyle Characteristics

The following chart displays several characteristics of the population important to market planning. The most important finding is the very high use of the State Ferry system in the prior six months.

Graph 16: Community Lifestyle Characteristics



Media Characteristics

The following information establishes the media habits for the community. For the people who listen to radio (77 percent), 3 of 4 are listening to a station broadcasting from Seattle and 18 percent are listening to a 'local' station. The results for newspaper readership show the Peninsula Daily News as the most read local paper. More than 70 percent have access to the web.

Graph 17: Media Characteristics

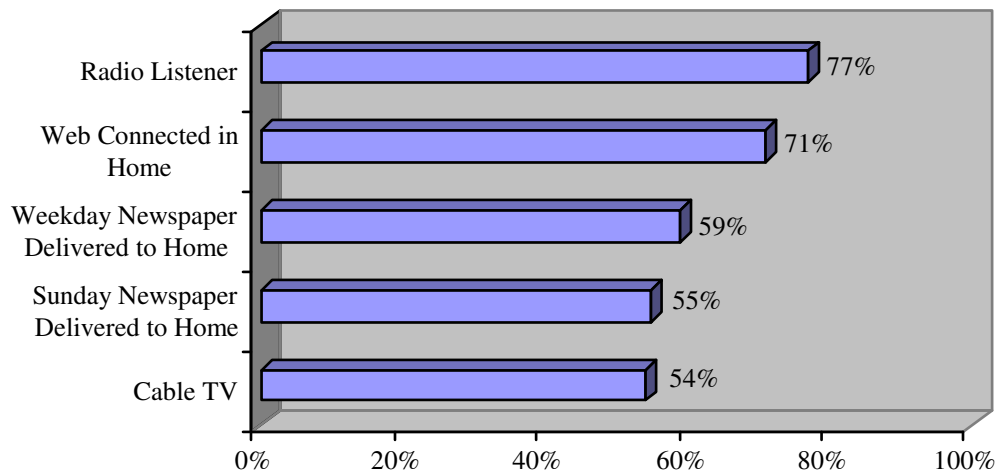


Table 7: Newspaper Readership

	Sunday	Daily
Peninsula Daily News	52%	49%
Bremerton Sun	16%	16%
NYT/Seattle Times-PI	25%	16%
Sequim Gazette		7%
North Kitsap Herald		6%
Jefferson County Leader		3%

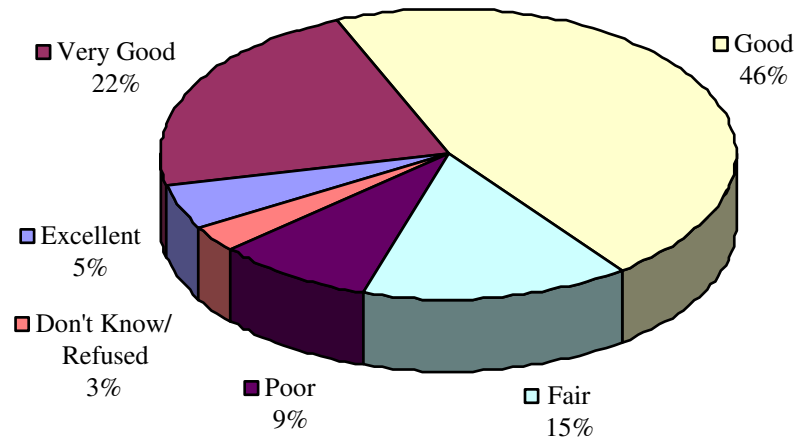
WSDOT Performance Rating

In an earlier part of this memo, a rating of the department's efforts to date in the project communications area was reported. In addition, interviewees were asked to rate the Department's overall performance and its specific performance in the planning and construction of the bridge replacement. These questions were included as baseline measures and are intended to be examined over time. One of the reasons for their inclusion is to see how public opinion changes as construction progresses, the communication program is implemented, and as other events transpire.

The ratings for public opinion used a mean score with a 5.0 being excellent and a 1.0 being poor.

The first question posed was: “The State Department of Transportation is responsible for planning and managing many transportation activities in the area, including maintenance and safety of State highways and operation of the Ferry system. Overall, how would you rate the performance of the Department of Transportation?” The overall mean score was 2.98 or “Good.” Nearly half of the residents (46 percent) rated the Department’s performance as Good and 22 percent stated Very Good.

Graph 18: Department Performance Rating

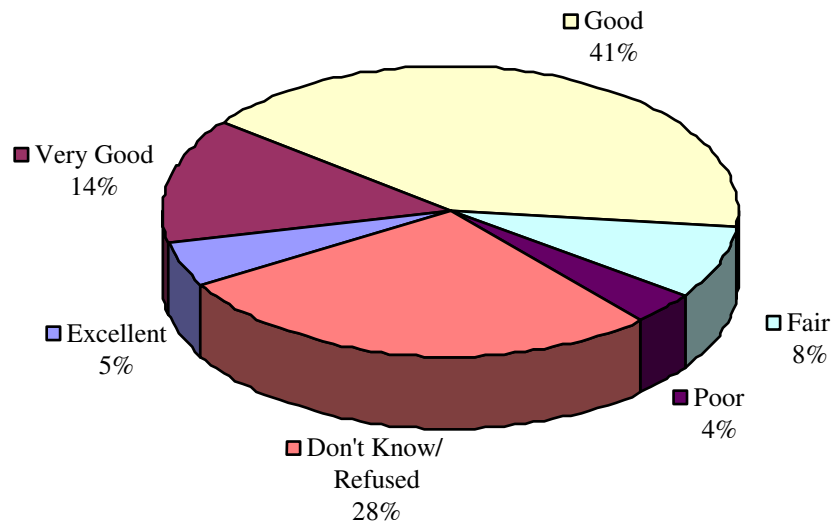


The Department’s rating is highest in Clallam County (3.10) and among people age 26-44. It’s interesting to note that people who have heard of the bridge replacement plans gave a higher rating (3.86) than those that had not (3.02).

A second question asked for a rating about the Department’s performance specific to the bridge project. This question read: “The Department of Transportation is specifically responsible for the planning and construction of the Hood Canal Bridge. How would you rate their performance in this specific area so far?”

The overall rating was 3.11 with a sizable portion of the group not being able to provide a rating.

Graph 19: Project Specific Performance



People in Clallam provided the best rating (3.23) as did people 65-79 years old. The lower ratings are by 18-25 year olds and Jefferson County residents. Males provide a slightly higher rating than females.

Conclusions

It is especially important to note that many respondents have a sense of respect for the general work of the department. They are aware of the bridge replacement project; many acknowledge its need, and most are at least somewhat concerned about the impact it will have on their individual lives during the eight-week closure. While many feel the impacts to them personally will not be monumental, those who expect to feel the impact most acutely have major, potentially life-altering challenges to overcome.

We learned that many people feel strongly that they need information about how to get to their destination on time, in the least amount of time, and without sitting in traffic. On the other hand, the number of people who place a high priority on distributing information to attract visitors to the area was surprisingly small. Older respondents are also concerned about safety, but still place their highest priority on getting to their destinations in the least amount of time and on time.

Favored communication tools appear to be newspapers and direct mail. Though many people reported that they listen to the radio, by far the majority of radio listeners chose Seattle stations, not local stations. These stations tend to focus on the news of the Greater Seattle Area and statewide rather than on the news of the Olympic Peninsula. A significant number of people also indicated that they trust information they are receiving from friends and neighbors. This presents a challenge for making sure the information spread by word of mouth is accurate. A sizeable portion of respondents also said they have traveled on Washington State Ferries in the last six months, suggesting this might be an excellent venue for distributing information.

The survey participants supplied a great deal of highly valuable information that will contribute greatly to the formulation of a plan to keep them informed and help them prepare for the project's scheduled bridge closures. As we enter the next phase of planning, Creative Treatment, we will rely heavily on this information to develop themes and messages that will attract the attention of our targeted audiences, enhance their awareness of the project and its potential impact on their lives, and provide information on how to prepare for the scheduled closures.